

## **Historic, Archive Document**

**Do not assume content reflects current scientific knowledge, policies, or practices.**



Reserve  
1.984  
G 75



# GRADUATE SCHOOL

U. S. DEPT. OF AGRICULTURE  
NATIONAL AGRICULTURAL LIBRARY

APR 6 1966

CURRENT SERIAL RECORDS

# Newsletter

February 16, 1966

## CALENDAR OF EVENTS

March 1

Faculty Luncheon (Einard R. Ryden of Purdue University, will speak on "Preparation, Presentation, and Evaluation.")

## TEACHING ON TELEVISION

Those hardy members of the Graduate School faculty who were able to overcome travel difficulties to attend the monthly luncheon meeting Feb. 1 heard some tips on another brave venture -- teaching over television.

Robert D. Smith, Director of Programming for Station WETA, Educational TV Channel 26, spoke on "Teaching on Television from the Instructor's Point of View." As a running example throughout his talk, Mr. Smith used the

program "Success in Supervision," produced in conjunction with the Graduate School, with William Van Dersal as instructor.



The three basic services provided to the area by WETA were described by Mr. Smith as:

1. educational services and classes to schools during school hours; 2. evening adult cultural entertainment and public affairs programs, broadcast daily from 4:30 p.m. to 11 p.m.; 3. adult educational courses, mostly offered during the early morning hours.

Some of the pointers which teachers in television must remember, Mr. Smith said, are:

There is no classroom as such during the lecture, nor any students for the teacher to interact with.

Television is primarily a presentational medium, with the teacher presenting what he knows to an unseen audience. Some experimental programs are being tried, with organized responses from the students.

References to current time, date, and even place should be avoided, because it is not always possible to foresee where or when the program will be shown.

Be prepared for what the director or producer may do to your usual method of presentation. For instance, he will shape whatever blackboard or other visual work you have to fit the 3-by-4 proportions of the television screen.

The teacher may be dealing with a range of people, from those who see the program primarily as a teaching situation to those who may want to make it more like "show biz."

The teacher must look directly at the middle of the camera lens, to increase the personal touch with each viewer.

Perhaps for the first time, the teacher's lecture will be viewed by all his colleagues -- including his boss. This may take some getting used to.

The usual 30 minutes allotted to a program is not a long time when compared with usual class periods, so proper condensation of material is very important.

This forces the teacher to carefully prepare his lessons. Another factor here is that retakes are expensive, and it becomes important to present the material properly right from the beginning.

Television makes available many resources, such as people and visual material, that might be difficult to obtain for a regular class.

Finally, if the program is good, it can be used countless times and in many places.

\*\*\*\*

#### SUCCESS FOR 'SUCCESS IN SUPERVISION'

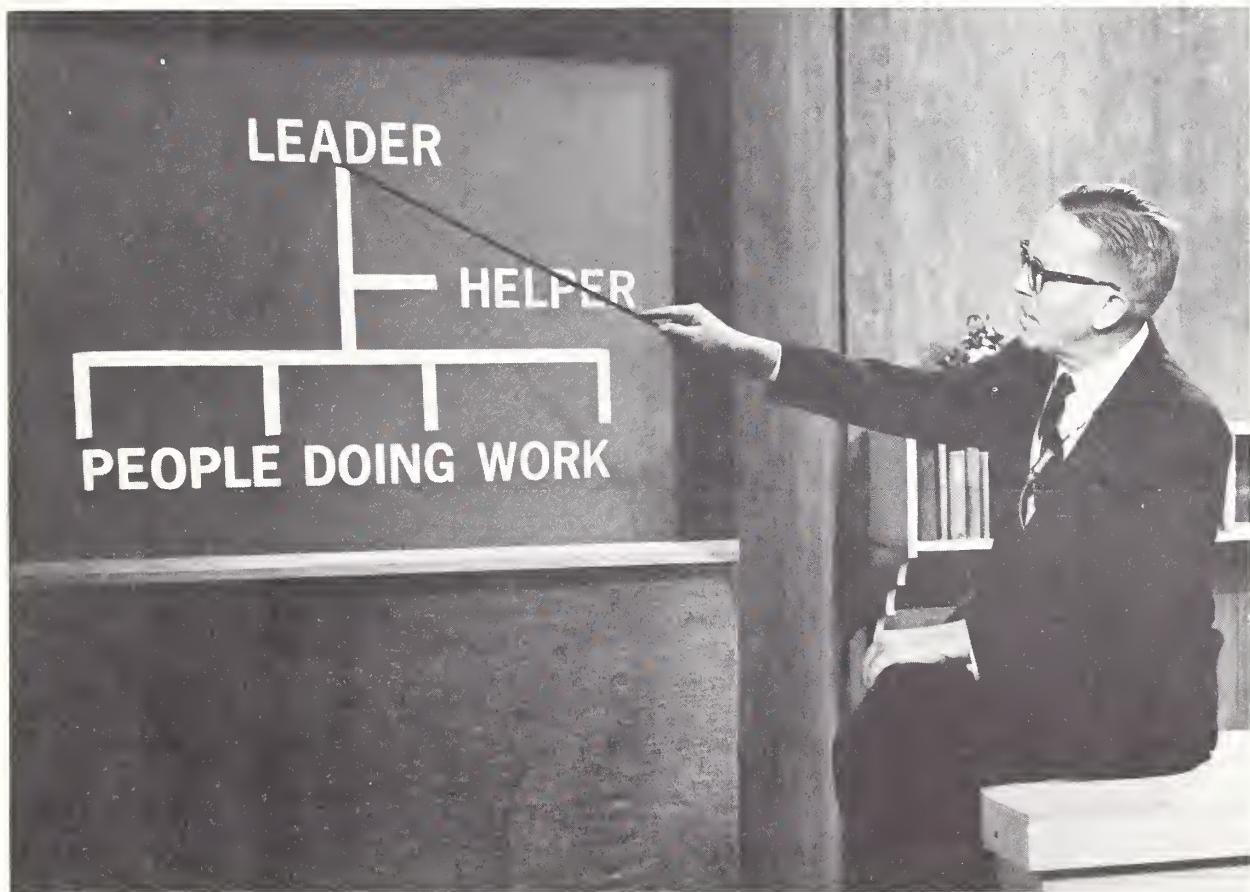
"Success in Supervision," our TV-correspondence course taught by Dr. Van Dersal, will be reaching a wider audience come March. Now in its second run over Washington's educational TV channel, WETA, the course will be offered over the St. Louis, Missouri, educational TV Station, KETC, starting March 10.

As is true in the Washington area, those wishing to take the course in the St. Louis area will register with the USDA Graduate School and pay a fee of \$50. The fee covers textbook and all course materials, registration, and grading services.

Washingtonians who are interested will again have the opportunity to enroll prior to April 13, when WETA will start the third local presentation of this popular course. The course is presented in 12 sessions, each of which is repeated twice weekly. Currently, for the course which began over WETA on January 4, the lessons are being shown on Tuesdays at 12 noon and on Wednesdays at 7 p.m. During the next session, beginning April 13 and running through June 30, lessons will be telecast Wednesdays at 7 p.m. and Thursdays at 4:30 p.m.

We would appreciate it if Graduate School Instructors would call the attention of their students to this offering. Interested persons may contact Mrs. Helen Kempfer, Head, Correspondence Program, Dudley 8-2813.

\*\*\*\*



## CRITICAL ISSUES AND DECISIONS

An outstanding group of authorities are scheduled to conduct our upcoming "Critical Issues and Decisions" Seminar for Federal executives. The seminar will be run from March 29 through May 11, and will be conducted in two groups -- with each group limited to 25 participants. Tuition is \$235 per person and sessions are held in the Department of Agriculture. Nominations are due by March 15. Further information may be obtained from Jerold N. Willmore, Seminar Director, DU 8-6693. Following are the subjects to be covered in the seminar, and the authorities who will discuss them:

Science and the Federal Government -- J. Robert Oppenheimer, Director of the Institute for Advanced Study at Princeton, University.

History and the Federal Government -- Henry Steel Commager, Professor of History at Amherst College and Columbia University.

Education and the Federal Government -- William F. Benton, U.S. Ambassador to UNESCO, publisher and board chairman of the Encyclopedia Britannica.

The Arts and the Federal Government -- Max Kaplan, Academic Dean of Bennett College and consultant to the Lincoln Center for the Performing Arts, to the Columbia University Arts Center, and others.

Program Budgeting and the Federal Government -- Arthur Smithies, Professor of Economics at Harvard University, consultant to the Rand Corporation and co-author of that organization's study on Program Budgeting (P.P.B.S.).

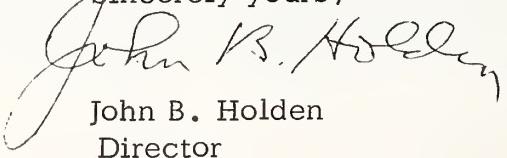
Constitutionalism and the Federal Government -- Seymour Lipset, Director of the Institute of International Studies and Visiting Professor of Government and Sociology at Harvard University.

\*\*\*\*

## FULKER MOVES OFFICE

Edmund N. Fulker, Assistant Director of the Graduate School and Head of our Special Programs Department, is now officed in the National Press Building, 14th and F Streets. This move was made to provide more room for our expanding Special Programs work, and so that most of the staff for the program could be together. His office is located in Room 287, and the telephone number is 737-1486.

Sincerely yours,

  
John B. Holden  
Director